

KOLN/KGIN-Television is dedicated to bringing quality and community-based programming to its viewers for over 50 years. Covering almost two-thirds of Nebraska, we continually report on the issues and community needs that affect our viewers in rural and urban communities across the state. In addition to our local daily produced newscasts, KOLN/KGIN-Television produces several community and public service based programs throughout the year including but not limited to the State High School Girls and Boys Basketball Championships, Easter at St. Paul's, Our Town, Election Specials, Harvest of Harmony Parade, and the Star City Holiday Festival. In addition, we also run campaigns to assist in community projects such as 10/11 Can Care-A-Van, 10/11 Against the Violence: Small Voices Can Be Heard, A Promise to Protect: A Friendship Home and 10/11 Against the Violence Special, Make-A-Wish Week of Wishes, Golden Apple Teacher Awards, Husker Harvest Days, MADD Tie One On for Safety, Celebrate Smart, Check Out Hunger, Special Olympics, and the American Cancer Society's Relay for Life. Some of these projects include program-length specials. KOLN/KGIN-Television believes that giving back to the community in the area of community service is not only a necessary obligation, but an honor. We maintain a positive relationship with communities in our viewing area by sponsoring, promoting, and appearing at area events.

Many local issues are covered in our daily newscasts. Monday through Friday, KOLN/KGIN-TV produces and airs five newscasts for a total of 3.5 hours of local programming daily. On the weekends, we air two newscasts on Saturday, and one on Sunday. The news that we bring to our viewers is primarily local with a consideration daily for the national news headlines. In addition to our daily news reports, KOLN/KGIN-Television breaks into programming and informs our viewers of local emergencies, severe weather, school closing information, Amber Alerts and Homeland Security Alerts.

During our morning and noon shows, we showcase different community organizations in our interview segments. These interviews inform viewers how they can become involved in their community and how they can change their neighborhoods in a positive way. We also feature weekly interviews with the Capital Humane Society, Lincoln Police Department, area doctors, Better Business Bureau, Folsom Children's Zoo, and Nebraska Game and Parks Commission. In addition, 10/11 features information that is important to our viewers on a community level, such as school lunch menus, community calendar of events, and school closings.

Viewers can learn more about the stories they see on our newscasts by logging onto our website, www.kolnkgin.com. Our website offers visitors local stories both written and video. By logging on to our homepage, viewers now can watch local stories at their computer and get their local weather forecast with our video streaming feature. We also added a desktop alert package that warns users when severe weather is approaching and information from the National Weather Service. Our web site and desktop alert can also inform viewers of special reports, Amber Alerts, and Homeland Security Alerts.

Our station works hard to inform viewers of weather and news emergencies. It is our goal to get information on the air as soon as possible to better aid the viewers. We have participated since its conception on the State Amber Alert Committee and remain an active member. This committee was set up to implement a state wide plan and guidelines on how and when to issue an Amber Alert. After an alert is issued, the committee meets to determine if it worked and what can be done differently to help those involved.

This past year, we have also purchased new weather equipment to help us better track severe weather as it moves across our vast viewing area. Our live Doppler radar shows viewers how the storm is moving and a more accurate view to where the storm is located. 10/11's Skyview is a camera located on top of our 400 foot tower at our studio in Lincoln. Our weather team refers to this view during newscasts showing viewers current conditions. This camera can also be viewed on our homepage. KOLN/KGIN's Skytracker, a feature of the WSI weather system, can track a storm's projected path and what areas will be hit the hardest.

This last May, several rural towns in Lancaster County were hit by a devastating severe thunderstorm that produced several tornadoes. One of the towns, Hallam, was leveled and many residents were forced to evacuate to nearby shelters. KOLN/KGIN broadcasted live weather alerts and continuous coverage of the storms and damage through the night. The next day, KOLN/KGIN continued coverage with live press conferences broadcast in their entirety from the Governor, as well as informing people where and how to give help to the residents in these communities. Our coverage didn't stop there. 10/11 aired a half hour special report the day after. For months after the storm's devastating blow, we reported on how volunteers could help with cleaning up the town and the progress on rebuilding.

With 2004 being a big election year, KOLN/KGIN worked diligently to bring viewers an in depth look at the issues and candidates on the Primary and General Ballots. In April, our news team dedicated a significant portion of our newscasts to investigating and informing our viewers about the issues on the ballot for the Primary Elections in May. On the night of the Primary Elections, we produced live local cut-ins and a special 10 P.M. show reporting the projected results of the election and getting reaction from candidates. During the month of October, KOLN/KGIN again told viewers about the issues and candidates that would appear on the ballot. On October 23rd, we produced and aired a local election special where the candidates in the first Legislative District were interviewed and given approximately seven minutes to show viewers where they stand on issues. During the General Elections in November, KOLN/KGIN produced and aired live local cut-ins every half hour starting after our 6 P.M. newscast. Projected results were given along with interviews with candidates, and projected winners. After our regular 10 P.M. newscast, our news team continued its special election coverage with a half hour special starting at 10:35 P.M. Coverage for both elections was supplemented by our website, www.kolnkgin.com. A special page was created months prior to the elections so viewers could read profiles about each candidate based on a questionnaire sent out by KOLN/KGIN. Information about special issues was also included on the web page.

During the elections, viewers could log on to the website to find projected election results as they were updated constantly throughout the night.

KOLN/KGIN emphasizes girls and boys high school sports. During the school year, our sport team offers Sports Overtime on Friday and Saturday nights. This special sports segment shows highlights from area games and interviews local players and coaches. KOLN/KGIN's sports team also brings live reports from state championship sporting events. In addition, we have an annual commitment to producing and airing the Girls and Boys State High School Basketball Championships. This provides approximately 15 hours of local programming the first two Saturdays in March.

Our Sports team also honors area High School athletes with an award. Each week, one prep athlete is selected for our Prep Athlete of the Week. The athlete receives a certificate signed by our sports anchors, and recognition for outstanding achievements on our newscast. During football season, KOLN/KGIN also awarded Team of the Week awards to area High School football teams. At the end of the year, one football team will be selected as the Team of the Year and receive a \$5,000 gift from one of our sponsors. During State Basketball Championships, we honor scholar athletes and All-state teams. Scholar athletes are chosen by a committee for their academic and sports accomplishments. All-state teams are chosen by area coaches for their sports accomplishments. Both award recipients are announced on our State High School Basketball Championship coverage.

Another event we broadcast live is the Harvest of Harmony Parade. Set in Grand Island, this parade is a platform for High School Marching Bands to perform for competition. With an average of 60 bands and 20 other floats this parade lasts 3 hours during the first Saturday in October.

The Star City Holiday Festival and Parade in December celebrates kicks off the holiday season in Lincoln. KOLN/KGIN broadcasts this hour and a half family event live every year as it has for over 20 years.

KOLN/KGIN-Television believes the broadcasting of Public Service Announcements is an important service to the citizens and communities in our viewing area. Each year we donate production and airtime to different organizations that promote programs, activities, or services of governmental agencies or nonprofit organizations all in the effort of helping people. In 2004, \$250,000 of production and air time is donated each year to our Public Service. Below are just some of the agencies and organizations we help.

The American Cancer Society's Relay for Life is an annual event that takes place every summer to raise awareness and donations for cancer research, education, advocacy and patient service programs. 10/11 produces and airs local spots promoting the Relay for Life events in our viewing area, as well as special coverage of one of the events in Lincoln. One of KOLN/KGIN's talent emcee's the event, and a live shot is provided for three of our newscasts.

Each day, the emptiness of hunger is felt by those in need across the state. Every year in the first week of June 10/11 and Talent + team up with selected food pantries in the viewing area to raise money and food supplies for those in need. Can-Care-A-Van

started in 1988, and in that time has raised over two million pounds of food. Members of the 10/11 News team travel to area communities to help take donations and provide live reports.

Spring is a time to celebrate for many teenagers as Prom and Graduation provide special memories of High School. Celebrate Smart is a campaign directed at these teenagers encouraging them to celebrate responsibly and safely. Public Service announcements produced by 10/11 feature Lincoln Police Chief Tom Casady reminding teens and parents the problems associated with underage drinking.

Check out Hunger allows Lincoln residents to purchase coupons at area grocery stores as a donation to the Food Bank of Lincoln. 10/11 airs Public Service Announcements telling viewers to look for the special coupons at check out stands in their grocery store.

During the month of February, 10/11 teams up with the Child Advocacy Centers in Lincoln and Grand Island to raise awareness and donations to help fight against child abuse. The “10/11 Against the Violence: Small Voices Can Be Heard” campaign includes news stories talking with victims and predators, various public service announcements, and the promotion of a donation drop-off and benefit dance. Throughout the year, 10/11 continues to support the Child Advocacy Center with on going public service announcements and involvement with special events. General Manager, Lisa Guill, is also a board member for the Lincoln Child Advocacy Center.

The Cornhusker State Games is a statewide amateur sports festival for all Nebraskans. The purpose of the Games is to provide top-quality amateur competition in a wide range of activities and promote physical fitness, personal health and well being for Nebraskans of all ages and skill levels. 10/11 provides sports coverage of the competitions in our newscasts, as well as promoting registration deadlines, the torch run across the state and the opening ceremonies. 10/11 Anchors also help to host the Family Fest events.

The Friendship Home exists to support, shelter and advocate for women and their children who are victims of domestic violence. 10/11 has aired public service announcements to bring awareness to the issue of domestic violence and to raise funds for the home. In November, we helped produce and air “A Promise to Protect: A Friendship Home 10/11 Against the Violence Special.” 10/11 has a team that also participates in the Scramble for Safety Golf tournament, and we air announcements to promote the event.

The Children's Groundwater Festival is a fun learning environment for 4th and 5th grade Nebraska students with lively entertainment and interactive stations. These activities are designed to teach children about groundwater in a hands-on, interactive manner. 10/11 has special live reports from the festival as well as promotion of the one-day event in Grand Island scheduled each year in March.

The Heartland United Way agencies serve over 60,000 people in Hall, Hamilton, Howard and Merrick counties by funding services for the sick, disabled, elderly, homeless, poor, and people in crisis, as well as programs to promote wellness, education,

literacy, scouting, activities for youth and senior services. 10/11 aides Heartland United Way by producing their annual 5-minute campaign presentation and a 60 second public service announcement airing on 10/11 each year.

The Make-A-Wish Foundation of Nebraska grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. 10/11 works with the Make-A-Wish Foundation of Nebraska in July to bring awareness and raise money to grant children's wishes. 10/11 produces and broadcasts news stories and public service announcements informing viewers how to help.

The holidays are a time to celebrate with friends and family. Mothers Against Drunk Driving Tie One on for Safety campaign reminds people to celebrate the holidays safely by designating a sober driver. 10/11 supports this commitment by producing and airing public service announcements reminding viewers the importance of NOT drinking and driving. We also provide red MADD ribbons at our stations in Lincoln and Grand Island to be tied on vehicle antennas serving as a reminder during the months of November and December.

NOAH'S Assistance Dogs helps people by providing a range of services utilizing trained dogs to enhance quality of life. NOAH's provides specifically trained dogs for persons living with visual and physical disabilities at little or no cost to the recipient. 10/11 has produced and aired public service announcements informing viewers about the program and how they can help donate.

The mission of Special Olympics Nebraska is *"to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with mental retardation, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts skills and friendships with their families, and other Special Olympics Athletes and the community."* Members of the Nebraska Law Enforcement honor these athletes every year by helping them with their Torch Run for the State Special Olympic Games. 10/11 profiles some of the athletes who participate in these games starting in January and finishes in May with a campaign promoting the Torch Run across Nebraska.

The YWCA believes the empowerment of women and girls and the elimination of racism translates into a vision to create opportunities for growth, leadership and power for women, girls, and families. In August and September, we produced a campaign for the YWCA showing their new logo and informing viewers of programs offered through the organization. 10/11 also teams up with the YWCA during a week in October to raise awareness about domestic violence. Public Service announcements are produced and aired during this "Week Without Violence" educating viewers how they can get help or prevent abuse.

KOLN/KGIN supports all of our Public Service through our website. A special page has been created for organizations to fill out a form to request air time, promotion, or talent appearance. Viewers can also see what we do every year for different organizations. We also use a special box on our homepage to promote events and give more information.

RE: MB Docket No. 04-233
FCC Broadcast Localism Initiatives Comments
KOLN/KGIN-TV, Gray Communications, Inc.
Lincoln/Hastings/Kearney

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KOLN/KGIN takes comments from our viewers seriously. Every effort is made to respond to viewers and listen to their comments and concerns about programming, public service, news stories, and our website. All responses from the station are given in a timely manner, making sure that the viewers know KOLN/KGIN is committed to them and their communities.

Mindy Burbach
Creative Services Supervisor
KOLN/KGIN-Television, Gray Communications, Inc.